



KNXV

**KNXV-TV
PHOENIX****ORDER**

Print Date 07/19/12 Page 1 of 3

Flight Dates 07/17/12-07/23/12Contract / Revision 304723 / **Wil Cardon for Senate 2012**Original Date / Revision
07/19/12 07/19/12Advertiser Cardon / Republican / SenatProduct
PO Box 288
Alexandria, VA 22313Agency Media Placement TechnologBuying Contact500 N Washington Street - Suite #31
Alexandria, VA 22314Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate # TV 07170723 :15'sAlt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-3Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
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Dave Lombardo	100%		
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Tanya Winscott	%		
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Order Share % Market Value

Competing Station	% of Order	Amount
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CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
July 2012	27	\$12,813.75	\$15,075.00	0.00
Totals	27	\$12,813.75	\$15,075.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
06/25/12	07/23/12	27	\$12,813.75	\$15,075.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	KNXV	07/17/12	07/23/12	M-F 6-7am M-F 6-7am	CM	6am-7am	1111---	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-111---					3	\$225.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$225.00		0.00			
2	KNXV	07/17/12	07/23/12	M-F 7-9am M-F 7-9am	CM	7am-9am	111-1--	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-11-1--					3	\$225.00		0.00			



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Contract / Revision **304723** Flight Dates **07/17/12-07/23/12**

Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV 07170723 :15's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	KNXV	07/17/12	07/23/12	M-F 7-9am M-F 7-9am	CM	7am-9am	111-1--	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	1-----					1	\$225.00		0.00			
3	KNXV	07/21/12	07/21/12	Sa 6-7am GMA Sa 6-7am Good Morning /	CM	6am-7am	-----S-	:15/:15	1	\$75.00	P-6	0.00	BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-					1	\$75.00		0.00			
4	KNXV	07/22/12	07/22/12	Su 6-7am GMA Su 6-7am Good Morning /	CM	6am-7am	-----S	:15/:15	1	\$75.00	P-6	0.00	BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S					1	\$75.00		0.00			
5	KNXV	07/17/12	07/23/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11-1---	:15/:15	3	\$225.00	P-6	0.00	BK	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1-1---					2	\$225.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$225.00		0.00			
E 6	KNXV	07/18/12	07/23/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:15/:15	3	\$450.00	P-3	0.00	BK	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	--1-1--					2	\$450.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$450.00		0.00			
E 7	KNXV	07/17/12	07/20/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-1-11--	:15/:15	3	\$450.00	P-3	0.00	BK	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1-11--					3	\$450.00		0.00			
8	KNXV	07/21/12	07/21/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:15/:15	1	\$250.00	P-6	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-					1	\$250.00		0.00			
9	KNXV	07/22/12	07/22/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:15/:15	1	\$250.00	P-6	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S					1	\$250.00		0.00			
10	KNXV	07/17/12	07/23/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11-1---	:15/:15	3	\$750.00	P-3	0.00	BK	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1-1---					2	\$750.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$750.00		0.00			
E 11	KNXV	07/20/12	07/20/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:15/:15	1	\$2,000.00	P-3	0.00	BK	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	----F--					1	\$2,000.00		0.00			
E 12	KNXV	07/20/12	07/20/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:15/:15	1	\$3,000.00	P-3	0.00	BK	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	----F--					1	\$3,000.00		0.00			
13	KNXV	07/22/12	07/22/12	Sunday Prime A Sunday Prime A	CM	6pm-7pm	-----S	:15/:15	1	\$2,000.00	P-3	0.00	BK	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S					1	\$2,000.00		0.00			



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
														<u>Totals</u>		
														Totals	27	\$15,075.00

*Tax 1 Note: Tax 0.5%.